

## **Additional Event Suggestions**

### **Community Cleanup for Environmental Health**

Environmental health is an area of public health that is people can become visibly aware of. Creating a community cleanup day once or twice a year is a great platform to talk about all the parts of the community's health that are protected by public health, including sewer inspections, water inspections, air quality, etc.

#### Event suggestions:

- Partner with local service groups for a highway cleanup.
- Partner with local schools for park cleanup.
- Partner with local Boy Scouts or Girl Scouts for a river cleanup.
- Work with local media to promote families doing a cleanup of the public places they most often frequent.
- Have several drop-off locations for hazardous materials and promote to families in the spring when many people clean out their garages and basements.

### **BBQ and Food Safety**

Summer is synonymous with picnics and back-yard BBQs in the northwest. What people often don't know is how to properly handle foods for these events, including how cold to keep salads and vegetables and how hot to cook meat and side dishes. The beginning of the summer is a great teachable moment on food handling, and to promote all the good work local health organizations do in keeping the community's food safe.

#### Event suggestions:

- Partner with a local television station to produce a segment that includes tips on backyard BBQ safety.
- Produce a quick-tips sheet on food safety and partner with local grocery stores to produce and/or distribute. Some stores might even be willing to print tips on their grocery bags during the summer months.
- Create a list of all the local restaurants that have passed food inspections with flying colors, and celebrate those establishments publicly.

### **West Nile Cleanup**

West Nile Virus has been in the news increasingly in recent years, and is a topic that the media always has interest in. Because of the recent increase in West Nile Virus in the Northwest, many families are concerned about how to prevent the Virus, but are unsure about the best way to do so. By creating an event to draw

awareness to West Nile, it provides an opportune time to promote public health as well.

Event suggestions:

- Create a list of West Nile cleanup tips that families can use to prevent mosquito growth at home.
- Work with local schools to educate kids about preventing West Nile, with handouts to take home to parents.
- Have a week where people can call their local LHJ and get a free West Nile evaluation of their yard.
- Create a West Nile cleanup at local parks, riverbanks, etc. and work with service groups for manpower and promotion.

**The Flu**

Each fall the flu becomes a major concern. The media is generally looking for possible stories on the flu. The Centers for Disease Control and Prevention's recommendation to vaccinate children ages 6 to 23 months and people in high priority groups is an important reminder each year from October through the first of the next year.

Event suggestions:

- Partner with providers, hospitals, clinics, schools or large businesses.
- Sponsor a flu shot clinic in the fall, just before flu season at your agency or in public places frequented by the target audience – malls, grocery stores, schools, places of work, etc.
- Create handouts on preventing the spread of flu (cover your coughs and sneezes, wash your hands often and stay home and away from others if you are sick) and provide at local grocery stores, child care facilities, places of work, etc.
- Create a special page on your website with information on flu shot clinics (locations, times, etc.), tips on reducing the spread of flu and vaccine supply.

**Back-to-school Immunizations**

During the summer, families start preparing for children to go back to school, which includes health exams and immunizations. It's already on their minds, so take advantage of that opportunity. Review immunization recommendations by age. Describe a typical classroom prior to vaccinations by showing the number of children that would get a disease. Review what immunizations are needed to start school. Use testimonials to communicate immunization messages.

Event suggestions:

- Sponsor a back-to-school immunization clinic for children.
- New clothes and school supplies are also things parents think of when getting their kids ready for school. Partner with a retailer and give children discounts on these items or have drawings for these items as prizes.
- Hold the event at a local shopping mall and tie it in with mall promotions.
- Create a competition between schools for most immunized kids.
- Include student governments in planning the event.
- Host the event at the first big sporting event of the year.
- Have an immunization informational booth at a local mall or other high-traffic area.
- Send a news release with DOH immunization guidelines to the media.